

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR JUNE 1981

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	11.8	14.5	15.3	13.2		13.6	15.5	13.9	12.5	15.0	14.0	14.6	14.1
NO. OF PROGRAMS:	10	9	26	4	IFR	9	23	33	30	38	68	15	83

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.0	10.3	5.6	6.7	4.9	5.4	5.2	6.7	6.1	4.7	6.3	5.0	5.8
NO. OF PROGRAMS:	5	3	12	13	8	4	14	11	25	32	9	8	17

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

1 PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 7, 1981

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	BOB HOPE BIRTHDAY(S)	21.3	16,570	11	BARBARA WALTERS SPECIAL(S)	18.1	14,080
2	M*A*S*H	20.9	16,260	11	BIG EVENT	18.1	14,080
3	JEFFERSONS#	20.1	15,640	13	FACTS OF LIFE	18.0	14,000
4	HOUSE CALLS	19.3	15,020	14	CBS TUESDAY NIGHT MOVIES#	17.6	13,690
5	60 MINUTES	19.2	14,940	14	LOU GRANT	17.6	13,690
6	DUKES OF HAZZARD	18.8	14,630	14	THREE'S COMPANY	17.6	13,690
6	20/20	18.8	14,630	14	TRAPPER JOHN, M.D.#	17.6	13,690
8	LOVE BOAT SPECIAL(S)	18.5	14,390	18	HART TO HART#	17.5	13,620
9	ALICE#	18.4	14,320	18	WOMEN WHO RATE A"10"(S)	17.5	13,620
10	DIFF'RENT STROKES	18.2	14,160				

CHARLIE'S ANGELS				1		182		95	A	11.9	23	926
2 WED.	8.00P	60	ABC	PD					B	11.9	23	926
CHIPS		22	217	215	99	99			A	16.5	32	1284
SUN.	8.00P	60	NBC	OP					B	19.0	29	1478
DALLAS		27	204	205	99	99			A	15.9	31	1237
FRI.	10.00P	60	CBS	GD					B	30.5	52	2373
DIFFERENT STROKES		27	204	204	98	99			A	18.2	32	1416
WED.	9.00P	30	NBC	CS					B	20.3	31	1579
DISNEY'S WONDERFUL WORLD		26	210	212	98	99			A	11.4	25	887
SUN.	7.00P	60	NBC	FV					B	14.4	24	1120
DUKES OF HAZZARD		26	201	202	98	99			A	18.8	37	1463
FRI.	9.00P	60	CBS	CS					B	25.2	42	1961
EIGHT IS ENOUGH		8	194		95				A	10.0	22	778
1 SAT.	8.00P	60	ABC	CS					B	13.8	26	1074
ENOS		2	183	185	97	98			A	11.2	25	871
SAT.	8.00P	60	CBS	CS					B	11.2	25	871
FACTS OF LIFE		22	197	197	97	97			A	18.0	30	1400
WED.	9.30P	30	NBC	CS					B	19.0	30	1478
FANTASY ISLAND		29	201	198	99	99			A	16.2	32	1260
SAT.	10.00P	60	ABC	A					B	20.0	36	1556
GREATEST AMERICAN HERO		9	202		99				A	15.3	28	1190
1 WED.	8.00P	60	ABC	A					B	19.4	31	1509
GUYANA TRAGEDY(S)			191		98				A	14.8	26	1151
1 WED.	8.00P	180	CBS	GD								

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1981 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																																									
HAPPY DAYS						27	206	186	99	96	A	16.3	30	1268	NBC FRIDAY NIGHT MOVIE						1					179		96	A	9.7	19	755									
TUE.						8.00P	30	ABC	CS		B	20.0	31	1556	2 FRI.						9.00P	120	NBC	FF				B	9.7	19	755										
HARPER VALLEY						17	181	181	94	96	A	10.5	23	817	NBC MAGAZINE						5	169	177	94	95	A	11.6	22	902												
FRI.						8.00P	30	NBC	CS		B	15.8	28	1229	THU.						8.00P	60	NBC	DN				B	11.6	21	902										
HART TO HART						23	205		99		A	17.5	30	1362	NBC MONDAY NIGHT MOVIES						27				201		99	A	14.5	24	1128										
1 TUE.						10.00P	60	ABC	PD		B	19.6	32	1525	2 MON.						9.00P	120	NBC	FF				B	18.8	29	1463										
HILL STREET BLUES						5	201	193	97	97	A	14.9	25	1159	NBC NEWS UPDATE-M-F						167	170	167	91	91	A	12.5	22	973												
1 TUE.						9.00P	120	NBC	OP		B	13.8	22	1074	1 MON.						9.10P	1	NBC	N				B	16.3	25	1268										
2 TUE.						9.00P	60							1 TU-F						8.58P	1																				
HOUSE CALLS						27	198	198	99	99	A	19.3	31	1502	NBC NEWS UPDATE-SAT.						34	180	181	91	93	A	9.5	20	739												
MON.						9.30P	30	CBS	CS		B	21.6	32	1680	SAT.						8.58P	1	NBC	N				B	12.9	22	1004										
IBM PRESENTS(S)								196		98	A	9.1	21	708	NBC NEWS UPDATE-SUN.						34	179	180	94	94	A	14.6	27	1136												
2 SAT.						8.00P	60	ABC	GV					SUN.						8.58P	1	NBC	N				B	18.8	28	1463											
I'M A BIG GIRL NOW						25	198	190	95	95	A	11.8	24	918	NBC NEWS UPDATE-2-M-F						30	173	176	85	87	A	12.1	20	941												
FRI.						8.30P	30	ABC	CS		B	15.1	25	1175	1 TUE.						9.53P	1	NBC	N				B	13.1	21	1019										
INCREDIBLE HULK						22	192	193	97	98	A	11.7	25	910	1 THU.						9.44P	1																			
FRI.						8.00P	60	CBS	SF		B	16.3	28	1268	2 TU&TH						9.58P	1																			
JEFFERSONS						23	194		99		A	20.1	34	1564	NBC NEWS UPDATE-2-SAT.						8	177	172	86	86	A	8.9	17	692												
1 SUN.						9.30P	30	CBS	CS		B	22.8	34	1774	SAT.						9.58P	1	NBC	N				B	9.9	18	770										

KNOTS LANDING					1		190		99	A	11.5	20	895	NBC NIGHTLY NEWS-SAT.	30				159		85	A	6.7	17	521															
2 THU.	9.00P	120	CBS	GD						B	11.5	20	895	2 SAT.	6.30P	30	NBC	N				B	9.1	18	708															
LARRY GATLIN-GATLIN BROS.(S)						204			99	A	10.4	19	809	NBC NIGHTLY NEWS-SUN.	25	158	162	83	84	A	5.9	16	459																	
1 MON.	8.00P	60	ABC	GV										SUN.	6.30P	30	NBC	N				B	7.9	15	615															
LAVERNE & SHIRLEY					26	210	187	99	96	A	16.7	29	1299	NBC NIGHTLY NEWS	167	208	208	99	99	A	10.0	22	778																	
TUE.	8.30P	30	ABC	CS						B	19.9	30	1548	M-F	6.30P	30	NBC	N				B	12.7	23	988															
LITTLE HOUSE-PRAIRIE					31		210		99	A	14.8	26	1151	NBC REPORTS(S)					197		98	A	9.9	19	770															
2 MON.	8.00P	60	NBC	GD						B	21.3	32	1657	1 SAT.	10.00P	60	NBC	DN																						
LOBO					17	200	179	97	91	A	12.5	22	973	NBC THURSDAY NIGHT MOVIES	26	176	190	88	94	A	14.0	24	1089																	
TUE.	8.00P	60	NBC	A						B	16.8	26	1307	THU.	9.00P	120	NBC	FF				B	16.3	27	1268															
LOU GRANT					27	200	197	99	99	A	17.6	31	1369	NERO WOLFE	2				189		95	A	12.0	20	934															
MON.	10.00P	60	CBS	GD						B	18.9	31	1470	2 TUE.	10.00P	60	NBC	PD				B	11.3	19	879															
LOVE BOAT					31	202	201	99	98	A	16.4	33	1276	NEWSBREAK-TUE(B)					95		71	A	6.9	12	537															
SAT.	9.00P	60	ABC	CS						B	23.1	39	1797	2 TUE.	8.58P	1	CBS	N																						
LOVE BOAT SPECIAL(S)						203			99	A	18.5	31	1439	NEWSBREAK-M-F	145	168	151	89	87	A	11.5	21	895																	
1 WED.	9.00P	120	ABC	CS										1 MTHF	8.58P	1	CBS	N				B	15.7	24	1221															
MAGNUM, P.I.					20	187			95	A	16.2	28	1260	1 TUE.	8.52P	1																								
1 THU.	9.00P	60	CBS	PD						B	20.2	31	1572	1 WED.	9.08P	1																								
M*A*S*H					27	198	200	99	99	A	20.9	35	1626	2 M & W	8.57P	2																								
MON.	9.00P	30	CBS	CS						B	24.7	36	1922	2 TH & F	8.58P	1																								
MORK & MINDY					28	172	196	89	96	A	13.5	26	1050	NEWSBREAK-SAT.	30	171	169	92	92	A	10.1	21	786																	
THU.	8.00P	30	ABC	CS						B	16.7	27	1299	SAT.	8.58P	1	CBS	N				B	12.5	21	973															
NAT'L-CHEERLEADING CHAMP(S)						187			99	A	14.9	25	1159	NEWSBREAK-SUN.	30	176	177	94	94	A	14.7	27	1144																	
1 TUE.	9.30P	90	CBS	AC										SUN.	8.58P	1	CBS	N				B	19.9	29	1548															
														ONE DAY AT A TIME	21				192		99	A	15.0	28	1167															
														2 SUN.	8.30P	30	CBS	CS				B	21.1	31	1642															

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1981 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																																									
PALMERSTOWN						8	116		80		A	7.3	13	568	WOMEN WHO RATE A"10"(S)						204	98		A	17.5	32	1362														
2 TUE.						8.00P	60	CBS	GD		B	12.6	20	980	1 MON.						10.00P	60	NBC	GV																	
QUINCY, M.E.						25	203	203	98	99	A	14.9	26	1159	*LATE FRINGE																										
WED.						10.00P	60	NBC	OP		B	17.6	29	1369	ABC NEWS:NIGHTLINE-MON						1	193	98	A	4.7	18	366														
RACE-YOUR LIFE, C.BROWN(S)							186		99	A	14.5	25	1128	2 MON.						11.57P	30	ABC	N		B	4.7	18	366													
1 TUE.						8.00P	90	CBS	EA		A	15.6	29	1214	ABC NEWS:NIGHTLINE						88	191	192	97	97	A	7.6	22	591												
REAL PEOPLE						35	207	213	98	99	B	20.7	33	1610	1 M-TH						11.30P	30	ABC	N		B	7.6	23	591												
WED.						8.00P	60	NBC	PV		A	9.8	19	762	1 FRI.						11.30P	34																			
ROBERT KLEIN SPECIAL(S)							180		95	A	9.8	19	762	2 TU-F						11.30P	30																				
1 FRI.						10.00P	60	NBC	CV		A	7.9	16	615	ABC WEEKEND REPORT-SAT.						33	173	169	93	93	A	6.2	14	482												
ROOTS: NEXT GENERATIONS						2	199	199	99	99	B	7.9	16	615	SAT.						11.00P	15	ABC	N		B	7.8	16	607												
SUN.						7.00P	120	ABC	GD		A	9.0	19	700	ABC WEEKEND REPORT-SUN.						34	172	172	93	93	A	5.3	11	412												
SANFORD						2	181	177	94	95	B	9.0	19	700	SUN.						11.00P	15	ABC	N		B	5.3	13	412												
FRI.						8.30P	30	NBC	CS		A	19.2	42	1494	CBS SUNDAY NEWS-BRADLEY						36	128	125	70	70	A	5.4	13	420												
60 MINUTES						36	201	202	99	99	B	25.9	42	2015	1 SUN.						11.00P	15	CBS	N		B	7.9	16	615												
SUN.						7.00P	60	CBS	DN		A	14.4	27	1120	2 SUN.						11.26P	15																			
SPFX:EMPIRE STRIKES BACK(S)							192		98	A	14.4	27	1120	CHARLIE'S ANGELS-12.00						20	174	178	96	96	A	4.3	20	335													
1 MON.						8.00P	60	CBS	DO		B	7.9	16	615	THU.						12.00M	69	ABC	PD		B	4.1	19	319												
STEVE ALLEN COMEDY HOUR(S)							174		94	A	8.9	17	692	FANTASY ISLAND-12.00						19	171	172	95	95	A	2.7	15	210													
											B	25.9	42	2015	1 MON.						12.00M	68	ABC	A		B	3.4	17	265												

1 FRI.	9.00P	60	NBC	CV															2 MON.	12.27A	68														
TAXI					17	185	198	98	99	A	17.3	29	1346						FRIDAYS				7	181	181	96	95			A	4.9	19	381		
THU.	9.30P	30	ABC	CS						B	17.0	27	1323						1 FRI.	12.04A	70	ABC	GV							B	5.8	22	451		
THREE'S COMPANY					27	205	186	99	97	A	17.6	29	1369						2 FRI.	12.00M	71														
TUE.	9.00P	30	ABC	CS						B	21.8	33	1696						LATE MOVIE I				152	160	159	89	89			A	6.5	22	506		
TIM CONWAY SHOW					1		134		91	A	15.4	26	1198						1 MON.	11.30P	71	CBS	FF							B	6.4	23	498		
2 MON.	8.30P	30	CBS	CV						B	15.4	26	1198						1 TUE.	11.30P	72														
TONY AWARDS(S)							194		99	A	14.4	25	1120						1 WED.	11.30P	70														
2 SUN.	9.00P	146	CBS	AC						A	17.1	28	1330						1 THU.	11.30P	63														
TOO CLOSE FOR COMFORT					24	204	186	99	97	B	20.4	31	1587						FRI.	11.30P	73														
TUE.	9.30P	30	ABC	CS						A	17.6	31	1369						2 M-W	11.30P	72														
TRAPPER JOHN, M.D.					21	193		99		B	20.2	33	1572						2 THU.	11.30P	71														
1 SUN.	10.00P	60	CBS	GD						A	18.8	33	1463						LATE MOVIE II				145	160	160	88	89			A	4.6	26	358		
20/20					31	196	198	98	99	B	17.1	29	1330						1 MON.	12.41A	40	CBS	FF							B	4.4	26	342		
THU.	10.00P	60	ABC	DN						A	13.3	24	1035						1 TUE.	12.42A	49														
VEGA\$					22		167		94	A	15.3	26	1190						1 WED.	12.40A	58														
2 WED.	10.00P	60	ABC	PD						B	10.1	21	786						1 THU.	12.33A	43														
WALKING TALL					4		194		95	A	11.6	22	902						1 FRI.	12.43A	43														
2 SAT.	10.00P	60	NBC	OP						B	13.2	24	1027						2 MON.	12.42A	36														
WALTONS					5	160	175	87	95	A	8.0	15	622						2 TUE.	12.42A	43														
THU.	8.00P	60	CBS	GD						B	8.0	15	622						2 WED.	12.42A	50														
WHITE SHADOW					1		165		89	A	11.1	21	864						2 THU.	12.41A	39														
2 WED.	8.00P	60	CBS	GD						B	11.4	21	887						2 FRI.	12.43A	44														
WKRP IN CINCINNATI					1		135		91	A	8.0	15	622						LOVE BOAT-12.00				21	177	178	95	96			A	5.4	23	420		
2 MON.	8.00P	30	CBS	CS						B	8.0	15	622						WED.	12.00M	68	ABC	CS							B	4.8	23	373		
										A	11.4	21	887						NBC LATE NIGHT MOVIE				28	81	72	49	47			A	2.0	9	156		
										B	11.4	21	887						CONT'D																

TUE.	12.00M	71	ABC	FF				B	4.2	20	327	1 M-F	10.00A	30	CBS	CS		B	5.0	24	389				
TUESDAY MOVIE-WEEK-PART 2					19	167	167	93	93	A	3.1	21	241	2 MTUWF	10.00A	30									
1 TUE.	1.11A	21	ABC	FF				B	3.6	25	280	LAS VEGAS	GAMBIT		146	134	133	77	77	A	3.0	15	233		
2 TUE.	1.11A	15										M-F	10.00A	30	NBC	QG			B	3.2	15	249			
•WEEKDAY DAYTIME												LOVE BOAT DAYTIME			169	192	192	98	98	A	6.0	28	467		
ABC DAYTIME NEWSBRIEF-M-F					167	177	178	93	93	A	7.4	28	576	M-F	11.00A	60	ABC	CS		B	5.6	25	436		
1 M-F	1.57P	2	ABC	N				B	8.4	30	654	MAGAZINE(S)							93	A	4.1	21	319		
2 MON.	1.56P	3										2 THU.	10.00A	60	CBS	DN									
2 TU-F	1.57P	2																							
AFTERNOON PLAYHOUSE(S)												MORNING-CHARLES KURALT			73	186	186	99	99	A	2.5	16	195		
2 TUE.	4.00P	60	CBS	CL				A	6.4	20	498	M-F	7.00A	60	CBS	N				B	2.9	17	226		
ALICE-M-F					156	168	168	92	92	A	6.0	29	467	NEWSBREAK-11.57		165	163	163	89	89	A	6.5	29	506	
1 M-F	10.30A	30	CBS	CS				B	5.9	28	459	M-F	11.57A	2	CBS	N				B	6.4	28	498		
2 MTUWF	10.30A	30										NEWSBREAK-3.57			163	176	176	93	94	A	5.5	18	428		
ALL MY CHILDREN					166	197	197	99	99	A	8.4	32	654	M-F	3.57P	2	CBS	N		B	6.6	20	513		
M-F	1.00P	60	ABC	DD				B	8.9	32	692	ONE DAY AT A TIME-M-F			147	130	129	74	75	A	3.8	19	296		
ANOTHER WORLD					165	204	204	98	98	A	4.8	18	373	1 M-F	4.00P	30	CBS	CS		B	4.3	14	335		
M-F	2.00P	60	NBC	DD				B	5.1	18	397	2 MWTHF	4.00P	30											
AS THE WORLD TURNS					163	194	194	99	99	A	7.1	27	552	ONE LIFE TO LIVE			162	197	199	99	99	A	7.7	30	599
M-F	2.00P	60	CBS	DD				B	7.9	28	615	M-F	2.00P	60	ABC	DD				B	8.8	32	685		
BLOCKBUSTERS					147	147	147	84	84	A	3.7	18	288	PASSWORD PLUS			166	189	188	93	92	A	4.1	19	319
M-F	10.30A	30	NBC	QG				B	3.6	17	280	M-F	11.30A	30	NBC	QG				B	4.4	19	342		
CAPTAIN KANGAROO					161	174	174	97	97	A	2.6	14	202	PRICE IS RIGHT 1			166	191	190	96	96	A	6.3	30	490
M-F	8.00A	60	CBS	C				B	2.8	14	218	M-F	11.00A	30	CBS	AP				B	6.3	30	490		
												PRICE IS RIGHT 2			166	190	189	96	96	A	7.5	34	584		
												M-F	11.30A	30	CBS	AP				B	7.3	32	568		

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1981 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D																											
RYAN'S HOPE					167	184	186	96	96	A	6.9	29	537	BATMAN & SUPER 7 I					3	201	205	98	98	A	4.5	22	350
M-F					12.30P	30	ABC	DD		B	6.6	26	513	SAT.					9.30A	30	NBC	CA		B	4.1	20	319
SEARCH FOR TOMORROW					164	186	185	96	96	A	5.6	23	436	BATMAN & SUPER 7 II					3	201	205	98	98	A	4.8	22	373
M-F					12.30P	30	CBS	DD		B	6.2	25	482	SAT.					10.00A	30	NBC	CA		B	4.5	21	350
TEXAS					166	192	191	93	92	A	4.3	15	335	BELMONT STAKES(S)						198		99	A	12.6	36	980	
M-F					3.00P	60	NBC	DD		B	4.7	15	366	2 SAT.					5.00P	60	CBS	SE					
TODAY SHOW-7.30AM					170	215	215	99	99	A	4.5	26	350	BUGS BUNNY/ROAD RUNNER 1					13	201	200	99	99	A	4.3	27	335
M-F					7.30A	30	NBC	N		B	5.0	27	389	SAT.					8.30A	30	CBS	CA		B	5.4	29	420
TODAY SHOW-8.30AM					169	212	212	99	99	A	4.9	25	381	BUGS BUNNY/ROAD RUNNER 2					13	201	200	99	99	A	6.1	32	475
M-F					8.30A	30	NBC	N		B	5.8	28	451	SAT.					9.00A	30	CBS	CA		B	7.3	35	568
WHEEL OF FORTUNE					167	189	189	94	94	A	4.9	23	381	BUGS BUNNY/ROAD RUNNER 3					13	201	200	99	99	A	7.0	33	545
M-F					11.00A	30	NBC	QG		B	4.8	23	373	SAT.					9.30A	30	CBS	CA		B	7.9	34	615
YOUNG AND THE RESTLESS					165	196	196	99	99	A	7.1	27	552	CBS SPORTS SATURDAY					6	152		89	A	4.0	13	311	
M-F					1.00P	60	CBS	DD		B	7.6	28	591	1 SAT.					5.00P	60	CBS	SA		B	4.2	13	327
WEEKEND DAYTIME																											
ABC WEEKEND SPECIALS					27	185	188	94	96	A	4.6	20	358	CBS SPORTS SUNDAY					5	164		87	A	5.5	19	428	
SAT.					12.00N	30	ABC	FV		B	5.7	22	443	1 SUN.					2.00P	120	CBS	SA		B	6.2	21	482
ABC WIDE WORLD-SPORTS SAT					25	200	196	99	99	A	7.8	23	607	DAFFY DUCK SHOW					36	196	197	96	97	A	5.6	25	436
SAT.					5.00P	90	ABC	SA		B	10.2	25	794	SAT.					10.30A	30	NBC	CA		B	5.5	22	428
														DEAR ALEX & ANNIE-11.55AM 32 185 188 95 96 A 4.5 21 350													
ABC WIDE WORLD-SPORTS SUN					17	197		99		A	7.2	22	560	SAT.					11.55A	4	ABC	CN		B	5.5	22	428
1 SUN.					4.30P	90	ABC	SA		B	10.9	26	848	DEAR ALEX & ANNIE-11.26AM					36	128	125	82	82	A	3.0	14	233
ALL NEW POPEYE HOUR 1					13	187	190	95	97	A	5.5	25	428	SUN.					11.26A	3	ABC	CN		B	3.4	14	265
SAT.					11.00A	30	CBS	CA		B	5.8	25	451	DRAK PACK					13	170	171	93	92	A	5.4	23	420
ALL NEW POPEYE HOUR 2					13	187	190	95	97	A	5.5	25	428	SAT.					12.30P	30	CBS	CA		B	5.5	23	428
SAT.					11.30A	30	CBS	CA		B	5.8	25	451	FACE THE NATION					36	174	175	97	96	A	3.3	16	257
AMERICAN BANDSTAND '81					28	168	174	87	90	A	4.0	17	311	SUN.					11.30A	30	CBS	CC		B	3.8	15	296
SAT.					12.30P	60	ABC	PC		B	4.8	18	373	FLINTSTONES					3	130	144	69	73	A	3.3	14	257
AMERICAN SPORTSMAN					9	180	182	93	91	A	5.3	17	412	SAT.					12.30P	30	NBC	CA		B	2.8	12	218
1 SUN.					3.30P	60	ABC	SA		B	5.3	16	412	FLINTSTONE'S COMEDY SHW 1					3	183	191	96	96	A	2.0	18	156
2 SUN.					5.00P	60								SAT.					8.00A	30	NBC	CA		B	1.8	16	140
ANIMALS, ANIMALS, ANIMALS					30	142	136	86	85	A	1.9	9	148	FLINTSTONE'S COMEDY SHW 2					3	183	190	96	96	A	3.0	20	233
SUN.					11.30A	30	ABC	CL		B	2.6	10	202	SAT.					8.30A	30	NBC	CA		B	2.9	20	226
ASK NBC NEWS-8:58AM					36	183	190	96	96	A	3.6	23	280	FONZ/HAPPY DAYS GANG					29	192	193	99	99	A	5.2	27	405
SAT.					8.58A	2	NBC	CN		B	3.7	20	288	SAT.					9.00A	30	ABC	CA		B	6.6	31	513
ASK NBC NEWS-10:58AM					36	196	197	96	97	A	5.5	24	428	FRENCH OPEN TENNIS-SAT.(S)						143		83	A	3.2	11	249	
SAT.					10.58A	2	NBC	CN		B	5.4	21	420	2 SAT.					2.30P	90	CBS	SE					
ASK NBC NEWS-11:58AM					36	169	191	83	95	A	5.0	23	389	FRENCH OPEN TENNIS-SUN.(S)						182		95	A	3.5	13	272	
SAT.					11.58A	2	NBC	CN		B	5.5	21	428	2 SUN.					2.00P	120	CBS	SE					
ASK NBC NEWS-9:58AM					35	201	205	98	98	A	4.5	22	350	GODZILLA					3	199	200	98	99	A	4.3	24	335
SAT.					9.58A	2	NBC	CN		B	4.7	20	366	SAT.					9.00A	30	NBC	CA		B	3.9	22	303
ATLANTA GOLF CLASSIC-SAT.(S)						164		91		A	3.4	12	265	GREATEST SUPERFRIENDS-1					30	176	176	91	91	A	3.1	27	241
2 SAT.					4.00P	60	CBS	SE						SAT.					8.00A	30	ABC	CA		B	3.7	26	288
ATLANTA GOLF CLASSIC-SUN.(S)						184		95		A	5.8	17	451	GREATEST SUPERFRIENDS-2					30	176	176	91	91	A	4.2	28	327
2 SUN.					4.00P	180	CBS	SE						SAT.					8.30A	30	ABC	CA		B	5.2	28	405

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1981 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D																																									
HEATHCLIFF & DINGBAT						34	195	196	99	99	A	5.4	25	420	MEET THE PRESS						36	195	195	98	98	A	3.5	17	272												
SAT. 11.00A						30				B	6.5	27	506	SUN. 12.30P						30					B	4.2	16	327													
ABC CA														NBC MAJOR LEAGUE PRE GAME						8	209	213	95	99	A	4.9	21	381													
HONG KONG PHOOEY						3	169	191	83	95	A	4.7	21	366	1 SAT. 1.00P						23				B	4.8	20	373													
SAT. 11.30A						30				B	4.4	21	342	2 SAT. 2.00P						18																					
IN THE NEWS- 8.26AM						13	192	191	98	97	A	3.1	23	241	NBC MAJOR LEAGUE GAME						8	210	213	98	98	A	7.1	26	552												
SAT. 8.26A						3				B	4.0	26	311	1 SAT. 1.23P						181				B	6.7	24	521														
IN THE NEWS- 8.56AM						13	201	200	99	99	A	4.7	28	366	2 SAT. 2.18P						154																				
SAT. 8.56A						3				B	6.0	31	467	NBC MAJOR LEAGUE GAME(B)							148		67	A	4.2	13	327														
IN THE NEWS- 9.26AM						13	201	200	99	99	A	7.2	36	560	2 SAT. 4.52P						36																				
SAT. 9.26A						3				B	7.9	36	615	NBC MAJOR LEAGUE GAME 2						1	203		96	A	7.5	24	584														
IN THE NEWS-10.26AM						13	196	196	97	98	A	6.0	27	467	1 SAT. 4.24P						156				B	7.5	24	584													
SAT. 10.26A						3				B	6.3	27	490	NCAA CHAMPIONS(S)							190		92	A	4.7	16	366														
IN THE NEWS-11.56AM						13	187	190	95	97	A	5.4	24	420	2 SUN. 3.00P						120																				
SAT. 11.56A						3				B	5.6	24	436	NEW FAT ALBERT SHOW						13	184	185	97	98	A	5.6	25	436													
IN THE NEWS-12.26PM						13	184	185	97	98	A	5.4	24	420	SAT. 12.00N						30				B	5.7	24	443													
SAT. 12.26P						3				B	5.4	22	420	PLASTICMAN/BABY PLAS SHOW						34	185	188	95	96	A	5.0	24	389													
IN THE NEWS-12.56PM						13	170	171	93	92	A	5.1	22	397	SAT. 11.30A						30				B	5.9	24	459													
SAT. 12.56P						3				B	5.3	22	412	PRO BOWLERS-SPRING ED.						3	190	185	95	95	A	4.9	17	381													
IN THE NEWS- 1.26PM						13	156	170	91	92	A	4.5	19	350	SAT. 3.30P						90				B	4.4	16	342													

SAT. 1.26P 3 CBS CN										B	4.8	19	373	RICHIE RICH	29	193	195	99	99	A	6.1	29	475																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
IN THE NEWS--8.56AM--SUN.	5					41		30		A	.5	4	39	SAT. 9.30A 30 ABC CA						B	7.5	31	584																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
2 SUN. 8.56A 3 CBS CN										B	1.3	9	101	SCHOOLHOUSE ROCK--8.26AM	30	176	176	91	91	A	3.7	30	288																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
IN THE NEWS--10.56AM	13	196	195	97	98					A	5.5	24	428	SAT. 8.26A 3 ABC CN						B	4.4	29	342																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
SAT. 10.56A 3 CBS CN										B	5.6	24	436	SCHOOLHOUSE ROCK--10.26AM	34	192	195	99	99	A	7.0	31	545																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
IN THE NEWS--11.26AM	13	187	190	95	97					A	5.2	24	405	SAT. 10.26A 3 ABC CN						B	7.7	30	599																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
SAT. 11.26A 3 CBS CN										B	5.7	24	443	SCHOOLHOUSE ROCK--10.56AM	29	192	195	98	99	A	6.5	29	506																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
ISSUES AND ANSWERS	32	189	193	98	98					A	3.3	15	257	SAT. 10.56A 3 ABC CN						B	7.2	28	560																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
SUN. 12.00N 30 ABC CC										B	3.8	14	296	SCHOOLHOUSE ROCK--11.55AM	31	142	136	86	85	A	2.2	10	171																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
JASON OF STAR COMMAND	13	156	170	91	92					A	4.7	20	366	SUN. 11.55A 4 ABC CN						B	2.9	11	226																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
SAT. 1.00P 30 CBS CL										B	5.1	20	397	SCOOBY & SCRAPPY DOO	29	192	195	99	99	A	7.5	34	584																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
JETSONS	3	174	191	84	95					A	5.5	25	428	SAT. 10.00A 30 ABC CA						B	8.4	33	654																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
SAT. 11.00A 30 NBC CA										B	5.0	23	389	SPORTSWORLD	20	188	184	95	96	A	5.6	18	436																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
JONNY QUEST	34	135	147	72	74					A	3.5	16	272	1 SUN. 4.00P 90 NBC SE						B	6.4	17	498																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
SAT. 12.00N 30 NBC CA										B	4.5	17	350	2 SUN. 3.00P 189																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									</

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1981 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WEEKEND DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					11,830 15.2				18,360 23.6								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,090 10.4				11,280 14.5								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 9.8	9.9* 10.1		10.8* 11.3	25 10.5	11.0* 11.6		14.0* 13.6		16.4* 15.8	16.7* 16.6	31* 16.8	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					15,720 20.2				16,570 21.3		14,080 18.1		14,160 18.2				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,200 14.4	13.5* 13.5		15.2* 15.4	13,930 17.9		12,600 16.2		11,200 14.4	14.7* 14.4		14.1* 14.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 12.8	26* 14.2		27* 15.1	30 17.1		27 16.0		26 15.0	26* 14.4	27* 14.1	27* 14.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					25,990 33.4								18,670 24.0				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					16,570 21.3	18.6* 18.6		21.5* 21.5		22.8* 22.8		22.3* 22.3	13,620 17.5	18.0* 18.0		17.0* 17.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					37 17.5	36* 19.7		38* 21.1		38* 22.8		36* 21.8	32 18.7	32* 17.2	32* 17.2	32* 16.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					13,150 16.9		18,520 23.8										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,130 14.3		9,650 12.4	10.6* 10.6		12.0* 12.0		13.5* 13.5		13.1* 13.1		13.0* 13.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 14.1		21 10.0	19* 11.1		20* 12.1		22* 13.5		22* 12.6		22* 12.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					10,430 13.4		13,850 17.8		21,010 27.0		19,370 24.9		20,310 26.1				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,870 11.4		11,980 15.4		18,590 23.9		17,430 22.4		16,100 20.7	20.2* 20.2		21.3* 21.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 11.0		26 14.6		39 22.8		36 24.9		30 19.9	34* 20.4		38* 21.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					16,490 21.2				20,230 26.0								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,510 14.8	13.0* 13.0		16.5* 16.5	11,280 14.5	13.0* 13.0		13.7* 13.7		15.8* 15.8		15.5* 15.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 12.5	24* 13.5		28* 16.1	24 13.2	21* 12.8		22* 13.5		27* 16.1		28* 15.5	
TV HOUSEHOLDS USING TV		WK. 1	44.5	46.0	45.9	47.7	49.6	52.3	54.9	57.6	58.6	60.8	61.5	60.7	57.2	55.2	53.8	52.5
(See Def. 1)		WK. 2	49.0	49.5	49.9	51.8	52.9	54.7	56.9	59.7	59.9	61.2	61.9	62.4	60.5	58.5	56.8	55.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,930 17.9		12,680 16.3		13,930 17.9		14,080 18.1		16,800 21.6			
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)				HART TO HART	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,280 14.5		11,280 14.5		12,060 15.5		12,210 15.7		13,620 17.5		17.0*	18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					27 14.2	14.7	25 14.3	14.7	25 15.0	16.0	26 15.3	16.1	30 16.7	28 *	17.2	32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,960 21.8						18,130 23.3					
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,280 14.5	12.7*		14.9*		11,590 14.9	14.7*				15.3*	14.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					25 12.1	23 *		26 *	16.1	26 *	24 *	14.9	15.5	26 *	15.2	26 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,770 17.7				19,840 25.5							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,960 12.8	12.3*		13.4*	16.3	15.1*		16.3*		17.0*		16.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					23 11.9	23 *		23 *	27 14.9	25 *	27 *	16.3	16.9	28 *	17.1	30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,260 20.9		16,420 21.1		16,880 21.7		16,260 20.9		18,980 24.4			
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)				BARBARA WALTERS SPECIAL	
	AVERAGE AUDIENCE (Households (000) & %)	{					14,080 18.1		14,630 18.8		15,250 19.6		14,320 18.4		14,080 18.1		18.2*	18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					32 17.1	19.2	32 18.2	19.4	32 19.3	20.0	29 18.0	18.7	30 18.2	30 *	30 *	18.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					7,470 9.6				20,770 26.7							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					5,680 7.3	6.9*		7.6*	13,690 17.6	14.8*		17.2*		19.2*		19.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					13 7.0	12 *		13 *	29 14.1	24 *	15.5	27 *	17.4	31 *	19.4	33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,680 16.3				12,140 15.6				12,530 16.1			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,410 12.1	11.1*		13.0*	9,410 12.1	11.7*		12.5*	9,340 12.0		12.0*	12.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					21 11.1	20 *		22 *	20 11.5	19 *	12.3	20 *	20 11.7	20 *	20 *	20 *
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	49.7	50.9	51.5	52.6	53.0	55.5	57.0	59.3	61.0	61.1	60.8	61.2	60.7	59.4	57.7
			WK. 2	47.7	49.5	51.2	53.6	55.7	56.1	57.4	59.7	60.1	62.1	62.6	62.9	61.2	61.0	59.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					16,730 21.5						22,950 29.5					
	ABC TV						GREATEST AMERICAN HERO (R)(OP)						LOVE BOAT SPECIAL					
	AVERAGE AUDIENCE (Households (000) & %)	{					11,900 15.3	14.0*		16.6*	14,390 18.5	15.6*		17.2*		20.3*		20.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					28 13.3	26* 14.6		30* 16.4	31 15.3	27* 16.0		28* 17.5		34* 20.0		36* 20.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					20,930 26.9											
	CBS TV						GUYANA TRAGEDY (R)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{					11,510 14.8	13.1*		13.1*		14.3*		15.8*		16.5*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					26 12.5	25* 13.6		24* 13.1		25* 13.9		26* 15.7		27* 16.3		28* 16.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					14,000 18.0				14,080 18.1		14,550 18.7		13,540 17.4			
	NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(SUS-OP)		QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,660 13.7	13.4*		14.0*	12,530 16.1		12,840 16.5		10,350 13.3	13.2*		13.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					25 13.0	25* 13.8		25* 14.5	28 15.6		27 16.6		23 13.3	22* 13.1		23* 13.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,600 16.2				10,660 13.7				13,770 17.7			
	ABC TV						CHARLIE'S ANGELS				AMERICAN DREAM (OP)				VEGAS			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,260 11.9	11.6*		12.1*	7,080 9.1	8.7*		9.5*	10,350 13.3	12.7*		13.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					23 11.4	23* 11.9		23* 12.2	16 8.9	16* 8.5		17* 9.2	24 12.0	23* 13.4		25* 14.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					9,100 11.7				18,440 23.7							
	CBS TV						WHITE SHADOW (R)(OP)				CBS WEDNESDAY NIGHT MOVIE WILLA(R)							
	AVERAGE AUDIENCE (Households (000) & %)	{					6,220 8.0	7.6*		8.4*	11,280 14.5	12.8*		14.5*		15.2*		15.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					15 7.4	15* 7.9		16* 8.4	26 11.8	23* 13.7		25* 14.4		27* 15.2		28* 15.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					18,130 23.3				17,970 23.1		16,800 21.6		16,880 21.7			
	NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(SUS-OP)		QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					13,380 17.2	15.8*		18.5*	15,790 20.3		15,090 19.4		12,840 16.5	16.6*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					33 14.9	32* 16.7		35* 17.8	36 19.8		34 20.8		30 16.5	30* 16.7		30* 16.4
TV HOUSEHOLDS USING TV			WK. 1	49.8	50.7	51.0	53.1	52.2	54.3	55.2	56.0	56.6	59.1	61.2	61.6	60.5	59.9	59.0
(See Def. 1)			WK. 2	47.3	48.1	48.7	49.1	49.1	51.1	52.9	53.6	54.9	56.7	57.3	57.6	55.5	55.6	54.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAY 28, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,990 16.7		14,320 18.4		15,720 20.2		13,930 17.9		20,310 26.1			
	ABC TV					MORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)					10,350 13.3		12,290 15.8		13,540 17.4		12,910 16.6		14,550 18.7		19.2*	18.1*
	SHARE OF AUDIENCE %					25		28		30		28		33		33 *	33 *
	AVG. AUD. BY ¼ HR. %					12.2	14.5	15.5	16.1	17.3	17.5	16.0	17.2	19.8	18.7	18.2	18.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,830 15.2				16,340 21.0				12,060 15.5			
	CBS TV					WALTONS (OP)				MAGNUM, P. I. (R)				CBS REPORTS NURSE, WHERE ARE YOU?			
	AVERAGE AUDIENCE (Households (000) & %)					8,870 11.4	10.5*		12.4*	12,600 16.2	15.6*		16.8*	8,480 10.9	11.9*		9.8*
	SHARE OF AUDIENCE %					21	20 *		22 *	28	27 *		28 *	19	20 *		18 *
	AVG. AUD. BY ¼ HR. %					9.9	11.1	12.1	12.6	15.3	15.9	16.8	16.9	12.3	11.5	10.2	9.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,600 16.2				17,660 22.7							
	NBC TV					NBC MAGAZINE (OP)				NBC THURSDAY NIGHT MOVIES ALMOST SUMMER(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					8,710 11.2	11.3*		11.1*	9,650 12.4	10.3*		11.6*		13.5*		14.0*
	SHARE OF AUDIENCE %					21	22 *		20 *	22	18 *		20 *		23 *		25 *
	AVG. AUD. BY ¼ HR. %					11.4	11.2	11.3	10.9	10.4	10.3	11.4	11.8	13.3	13.8	13.9	14.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,150 16.9		13,620 17.5		16,030 20.6		15,720 20.2		19,370 24.9			
	ABC TV					MORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)					10,660 13.7		11,590 14.9		13,150 16.9		13,930 17.9		14,700 18.9		18.7*	19.1*
	SHARE OF AUDIENCE %					28		28		31		31		32		31 *	33 *
	AVG. AUD. BY ¼ HR. %					12.8	14.6	14.3	15.6	16.2	17.7	17.2	18.6	18.5	18.8	19.6	18.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,200 14.4				16,260 20.9							
	CBS TV					WALTONS (OP)				KNOTS LANDING (R)							
	AVERAGE AUDIENCE (Households (000) & %)					8,320 10.7	10.4*		11.1*	8,950 11.5	10.3*		10.9*		12.3*		12.5*
	SHARE OF AUDIENCE %					21	21 *		21 *	20	19 *		19 *		21 *		22 *
	AVG. AUD. BY ¼ HR. %					10.0	10.7	11.1	11.2	10.1	10.4	10.8	11.0	12.0	12.5	12.8	12.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,230 17.0				19,840 25.5							
	NBC TV					NBC MAGAZINE (R)(OP)				NBC THURSDAY NIGHT MOVIES RAINBOW(R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					9,340 12.0	11.6*		12.3*	12,140 15.6	14.2*		15.2*		16.9*		16.2*
	SHARE OF AUDIENCE %					23	23 *		23 *	27	26 *		26 *		28 *		28 *
	AVG. AUD. BY ¼ HR. %					11.4	11.8	12.2	12.4	14.5	13.9	14.6	15.8	16.5	17.2	16.3	16.1
TV HOUSEHOLDS USING TV		WK. 1	49.6	49.6	50.7	51.2	51.2	53.8	55.4	56.7	57.2	58.1	58.7	60.1	58.5	58.0	56.2
(See Def. 1)		WK. 2	44.8	45.0	46.4	47.9	48.5	51.0	51.9	53.2	54.8	55.9	57.2	58.9	60.0	59.5	56.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.THU. JUNE 4, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,130 14.3		10,270 13.2		16,960 21.8							
	ABC TV						BENSON (R)		I'M A BIG GIRL NOW (R)(OP)						ABC FRIDAY NIGHT MOVIE THIEVES			
	AVERAGE AUDIENCE (Households (000) & %)						9,650 12.4		9,410 12.1		8,090 10.4							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						26 11.9		24 11.8		20 11.5		21* 10.8		20* 10.7		20* 10.2	18* 9.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,620 17.5				19,680 25.3				19,370 24.9			
	CBS TV								INCREDIBLE HULK (R)(OP)					DUKES OF HAZZARD (R)			DALLAS (R)	
	AVERAGE AUDIENCE (Households (000) & %)						9,260 11.9				15,330 19.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						24 9.2		21* 10.7		37 17.5		35* 19.2		39* 20.7		34 21.3	34* 17.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,190 13.1		9,570 12.3		9,650 12.4				11,900 15.3			
	NBC TV						HARPER VALLEY (R)		SANFORD (OP)				STEVE ALLEN COMEDY HOUR (SUS-OP)				ROBERT KLEIN SPECIAL	
	AVERAGE AUDIENCE (Households (000) & %)						8,790 11.3		7,860 10.1		6,920 8.9							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						24 11.1		20 11.5		17 8.5		17* 9.1		17* 9.0		19 9.8	20* 10.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,260 11.9		10,190 13.1		15,720 20.2							
	ABC TV						BENSON (R)		I'M A BIG GIRL NOW (R)(OP)						ABC FRIDAY NIGHT MOVIE THE COMEBACK KID(R)			
	AVERAGE AUDIENCE (Households (000) & %)						7,940 10.2		8,950 11.5		8,640 11.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						23 9.6		25 10.9		22 9.3		19* 9.1		21* 10.3		23* 11.7	25* 12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,680 16.3				18,360 23.6				14,630 18.8			
	CBS TV								INCREDIBLE HULK (R)(OP)					DUKES OF HAZZARD (R)			DALLAS (R)	
	AVERAGE AUDIENCE (Households (000) & %)						8,870 11.4				13,850 17.8							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						26 9.9		23* 10.3		36 15.4		34* 17.7		37* 19.0		28* 14.6	27* 13.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,560 11.0		7,160 9.2		13,690 17.6							
	NBC TV						HARPER VALLEY (R)		SANFORD (OP)						NBC FRIDAY NIGHT MOVIE SIDE SHOW(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)						7,470 9.6		6,150 7.9		7,550 9.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						22 9.4		17 9.8		19 9.1		19* 9.4		18* 9.1		20* 10.0	21* 10.5
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	43.3	44.7	45.5	46.3	46.6	49.4	49.8	52.1	52.6	52.7	53.6	53.6	53.1	52.8	51.7	50.5
		WK. 2	39.2	41.6	41.3	42.1	42.4	44.6	44.8	46.7	47.6	49.2	51.0	51.4	51.1	50.5	50.3	50.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					10,740 13.8				16,420 21.1				16,100 20.7				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					7,780 10.0	9.4*		10.7*	12,990 16.7	15.8*		17.6*	12,840 16.5	16.6*		16.4*	
	SHARE OF AUDIENCE %	{					22	21 *		23 *	32	31 *		33 *	32	31 *		32 *	
	AVG. AUD. BY ¼ HR.	%					9.3	9.6	9.9	11.4	15.1	16.4	17.4	17.9	16.6	16.5	16.5	16.2	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					11,280 14.5				17,510 22.5								
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					8,010 10.3	9.9*		10.8*	10,810 13.9	11.5*		12.5*		15.5*		16.0*	
	SHARE OF AUDIENCE %	{					23	22 *		23 *	27	23 *		23 *		29 *		31 *	
	AVG. AUD. BY ¼ HR.	%					9.5	10.3	10.6	10.9	11.2	11.8	12.3	12.7	15.0	15.9	15.8	16.3	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					12,600 16.2				9,960 12.8				9,800 12.6				
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					9,490 12.2	12.0*		12.3*	7,310 9.4	8.8*		10.0*	7,700 9.9	9.9*		10.0*	
	SHARE OF AUDIENCE %	{					27	27 *		26 *	18	17 *		19 *	19	19 *		19 *	
	AVG. AUD. BY ¼ HR.	%					11.8	12.3	12.3	12.3	8.2	9.3	9.9	10.1	9.8	10.1	10.1	9.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					10,890 14.0				16,570 21.3				15,950 20.5				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					7,080 9.1	8.8*		9.5*	12,450 16.0	14.7*		17.2*	12,370 15.9	15.7*		16.0*	
	SHARE OF AUDIENCE %	{					21	21 *		21 *	33	31 *		35 *	33	33 *		33 *	
	AVG. AUD. BY ¼ HR.	%					8.8	8.7	8.9	10.1	13.7	15.7	16.9	17.5	15.7	15.8	16.1	16.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					13,300 17.1				15,170 19.5								
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					9,410 12.1	11.3*		12.8*	8,710 11.2	11.0*		10.9*		11.2*		11.8*	
	SHARE OF AUDIENCE %	{					27	26 *		28 *	23	23 *		22 *		23 *		24 *	
	AVG. AUD. BY ¼ HR.	%					11.0	11.7	12.5	13.2	11.3	10.7	10.9	10.9	11.1	11.3	12.0	11.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					12,530 16.1				11,130 14.3				10,660 13.7				
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					8,640 11.1	11.0*		11.3*	7,940 10.2	9.7*		10.8*	7,860 10.1	9.6*		10.6*	
	SHARE OF AUDIENCE %	{					25	26 *		25 *	21	20 *		22 *	21	20 *		22 *	
	AVG. AUD. BY ¼ HR.	%					10.8	11.2	11.3	11.3	9.3	10.0	10.4	11.2	9.7	9.6	10.1	11.1	
TV HOUSEHOLDS USING TV			WK. 1	38.5	40.1	41.1	42.8	44.2	44.8	45.8	47.9	49.5	51.7	53.1	54.3	53.2	52.8	51.6	51.1
(See Def. 1)			WK. 2	38.7	39.8	39.6	41.2	42.2	43.1	44.7	46.4	46.8	48.0	48.7	49.5	48.3	48.2	48.3	48.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,520 7.1															
	ABC TV	ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,520 7.1															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 16 7.1															
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,190 13.1															
	NBC TV	SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,840 7.5 8.0* 7.4* 7.0*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 24 22* 24* 26* 7.8 8.1 7.7 7.1 7.1 6.4															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,280 5.5															
	ABC TV	ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,050 5.2															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 12 5.2															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 12,760 16.4															
	NBC TV	SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,550 9.7 10.6* 9.5* 8.6*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 31 30* 31* 32* 10.7 10.4 9.8 9.2 8.7 8.4															
TV HOUSEHOLDS USING TV		WK. 1	45.8	42.2	37.2	35.5	32.5	29.8	27.1	24.6	21.4	19.1	16.7	14.5	12.8	11.2	9.3
(See Def. 1)		WK. 2	44.6	41.5	36.1	33.4	31.2	29.2	27.3	25.5	22.6	20.6	18.8	16.7	14.9	13.3	11.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 12,450 16.0												{ 18,670 24.0					
	ABC TV	ROOTS: NEXT GENERATIONS (R)(OP)										ABC SUNDAY NIGHT MOVIE DON'T LOOK BACK							
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,460 8.3	6.1*		7.1*		9.5*	10.4*	12,210 15.7	14.0*	15.3*	16.5*	16.9*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 17 6.1	14 *		15 *		19 *	19 *	27 13.2	24 *	26 *	29 *	30 *						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 19,530 25.1												{ 16,100 20.7		{ 17,580 22.6		{ 16,880 21.7	
	CBS TV	60 MINUTES (R)				ARCHIE BUNKER'S PLACE (R)(OP)				ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 15,020 19.3	17.9*		20.6*	13.8	13.2*	14.5*	14,320 18.4	20.1	15,640 20.1	17.6	17.0*	18.1*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 43 16.8	42 *		43 *	27	27 *	27 *	32 17.6	34 19.3	34 19.2	31 16.9	30 *	32 *					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 12,680 16.3												{ 20,150 25.9					
	NBC TV	DISNEY'S WONDERFUL WORLD BASEBALL FEVER(R)				CHIPS (R)(OP)				BIG EVENT THE MISSOURI BREAKS(R)(SUS-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,710 11.2	10.5*		11.9*	16.4	15.2*	17.6*	11,980 15.4	15.8*	16.3*	15.3*	14.3*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 25 10.2	25 *		25 *	32	31 *	33 *	27 15.8	27 *	27 *	27 *	25 *						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 11,900 15.3												{ 20,770 26.7					
	ABC TV	ROOTS: NEXT GENERATIONS (R)(OP)										ABC SUNDAY NIGHT MOVIE THE PINK PANTHER STRIKES AGAIN(R)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,840 7.5	6.4*		6.9*		8.0*	8.8*	12,210 15.7	14.7*	15.5*	16.9*	15.8*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 15 6.3	14 *		14 *		16 *	17 *	26 14.2	25 *	25 *	28 *	27 *						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 19,840 25.5												{ 12,840 16.5		{ 13,380 17.2		{ 21,780 28.0	
	CBS TV	60 MINUTES (R)				ARCHIE BUNKER'S PLACE (R)				ONE DAY AT A TIME (R)(OP)		TONY AWARDS (9:00-11:26PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 14,860 19.1	18.0*		20.3*	11,050 14.2	11,670 15.0	11,200 14.4	14.8*	15.2*	14.6*	13.8*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 41 16.9	41 *		42 *	29	28	25	25 *	24 *	24 *	24 *							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 12,290 15.8												{ 16,800 21.6		{ 23,180 29.8			
	NBC TV	DISNEY'S WONDERFUL WORLD THE WILD COUNTRY(R)				CHIPS (R)(OP)				BIG EVENT DETOUR TO TERROR(R)(SUS-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,020 11.6	10.2*		13.1*	16.5	15.2*	17.7*	16,100 20.7	17.2*	20.5*	21.8*	23.2*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 25 9.3	23 *		27 *	32	31 *	33 *	35 16.4	30 *	33 *	36 *	40 *						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	40.8	43.8	47.0	48.4	48.1	50.1	52.5	55.0	56.8	59.0	59.9	59.5	57.5	57.6	56.7	55.5	
		WK. 2	42.9	45.6	47.7	48.9	47.9	49.8	51.8	54.4	57.1	59.3	61.8	62.4	61.7	60.9	58.8	57.6	
U.S. TV Households: 77,800,000																			
For explanation of symbols, See page A.																			

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,890 5.0																
	ABC TV		ABC WEEKEND REPORT- SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{	3,660 4.7																
	SHARE OF AUDIENCE	%	10																
	AVG. AUD. BY ¼ HR.	%	4.7																
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,280 5.5																
	CBS TV		CBS SUNDAY NEWS- BRADLEY																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.4																
	SHARE OF AUDIENCE	%	11																
	AVG. AUD. BY ¼ HR.	%	5.4																
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	2,800 3.6																
	NBC TV		NBC LATE NIGHT MOVIE COMEDY THEATER (11:30-1:14AM) (SUSTAINING 1:14-1:30AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{	1,320 1.7																
	SHARE OF AUDIENCE	%	8	2.0*					1.9*					1.5*					
	AVG. AUD. BY ¼ HR.	%	2.1	1.9			1.8	2.0	1.5		1.4		1.1						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,670 6.0																
	ABC TV		ABC WEEKEND REPORT- SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,510 5.8																
	SHARE OF AUDIENCE	%	12																
	AVG. AUD. BY ¼ HR.	%	5.8																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,360 5.6																
	CBS TV		TONY AWARDS (9:00-11:26PM) (-OP)	CBS SUNDAY NEWS-BRADLEY (11:26-11:41PM) (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.4																
	SHARE OF AUDIENCE	%	14																
	AVG. AUD. BY ¼ HR.	%	14.0	5.6	5.3														
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,730 4.8																
	NBC TV		NBC LATE NIGHT MOVIE CATCH-22(R) (11:30-1:30AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{	1,790 2.3																
	SHARE OF AUDIENCE	%	10	3.0*					2.7*		2.2*			1.4*					
	AVG. AUD. BY ¼ HR.	%	2.9	3.1			2.9	2.5	2.2		2.3		1.9	1.0					
TV HOUSEHOLDS USING TV			WK. 1	48.2	41.6	32.3	28.2	23.7	21.1	18.4	16.3	13.7	12.4	10.5	9.0	7.6	6.4	5.0	4.2
(See Def. 1)			WK. 2	52.1	45.3	35.2	29.8	26.8	24.9	21.0	18.7	16.2	14.4	12.2	10.7	8.9	7.7	6.6	6.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 7, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		4,670 6.0		{		4,980 6.4		{		{		{		{		
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,730 4.8		{		4,200 5.4		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		29 4.7 4.9		{		28 5.4 5.4		{		{		{		{		
E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,270 4.2		{		3,030 3.9		{		4,590 5.9		5,290 6.8		{		
	CBS TV	{		MORNING-CHARLES KURALT		{		CAPTAIN KANGAROO		{		JEFFERSONS M-F		ALICE-M-F		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		1,950 2.5 2.2*		{		1,950 2.5 2.2*		{		3,730 4.8		4,430 5.7		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		17 17* 2.0 2.4		{		13 12* 2.0 2.5		{		24 27 4.5 5.2		27 27 5.5 5.9		{		
E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,430 5.7		{		4,590 5.9		{		2,720 3.5		3,190 4.1		{		
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		{		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		{		LAS VEGAS GAMBIT		BLOCKBUSTERS		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,350 4.3		{		3,810 4.9		{		2,180 2.8		2,800 3.6		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		26 4.3 4.4		{		25 5.0 4.7		{		14 17 2.7 3.0		17 17 3.6 3.7		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,820 6.2		{		4,670 6.0		{		{		{		{		
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,810 4.9		{		3,890 5.0		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		28 4.8 5.0		{		25 4.9 5.0		{		{		{		{		
E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,420 4.4		{		3,580 4.6		{		5,290 6.8		5,520 7.1		{		
	CBS TV	{		MORNING-CHARLES KURALT		{		CAPTAIN KANGAROO		{		JEFFERSONS M-F (MTUWF)(S)(OP)		ALICE-M-F (MTUWF)(S)(OP)		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		1,950 2.5 2.4*		{		2,100 2.7 2.3*		{		4,360 5.6		4,900 6.3		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		16 17* 2.2 2.6		{		14 12* 2.2 2.5		{		27 30 5.1 6.0		30 30 6.2 6.4		{		
E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,430 5.7		{		4,670 6.0		{		3,030 3.9		3,350 4.3		{		
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		{		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		{		LAS VEGAS GAMBIT		BLOCKBUSTERS		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,580 4.6		{		3,890 5.0		{		2,490 3.2		2,960 3.8		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		26 4.5 4.6		{		25 5.0 4.9		{		16 18 3.3 3.2		18 18 3.8 3.7		{		
TV HOUSEHOLDS USING TV		WK. 1	9.0	11.4	13.2	14.2	16.1	17.7	18.5	19.1	19.1	19.9	20.2	20.4	20.0	20.5	20.6	21.1
(See Def. 1)		WK. 2	9.8	12.1	13.9	15.1	16.4	17.8	18.5	19.0	19.5	20.0	20.5	20.4	19.8	20.0	20.1	20.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,610 8.5				{ 5,760 7.4		{ 5,910 7.6		{ 8,560 11.0				{ 7,860 10.1			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,750 6.1				{ 4,820 6.2		{ 5,060 6.5		{ 6,540 8.4				{ 5,680 7.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 28 5.7				{ 27* 5.9		{ 29* 6.4		{ 32 7.9				{ 28 7.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,910 7.6				{ 6,770 8.7		{ 5,370 6.9		{ 7,310 9.4				{ 7,160 9.2			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,980 6.4				{ 5,840 7.5		{ 4,590 5.9		{ 5,600 7.2				{ 5,600 7.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 29 6.2				{ 33 7.4		{ 24 5.8		{ 27* 7.2				{ 28* 7.5			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,590 5.9				{ 3,580 4.6		{ 3,030 3.9		{ 3,500 4.5				{ 5,060 6.5			
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS		DOCTORS				DAYS OF OUR LIVES			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,970 5.1				{ 3,110 4.0		{ 2,570 3.3		{ 2,960 3.8				{ 4,360 5.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 23 4.9				{ 18 5.1		{ 14 4.0		{ 16 3.2				{ 21* 5.5			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,540 8.4				{ 6,150 7.9		{ 6,690 8.6		{ 8,790 11.3				{ 8,250 10.6			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,590 5.9				{ 5,130 6.6		{ 5,680 7.3		{ 6,610 8.5				{ 6,220 8.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 28 5.3				{ 29 6.4		{ 31 7.2		{ 33 7.9				{ 30 7.7			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,680 7.3				{ 6,540 8.4		{ 4,900 6.3		{ 7,160 9.2				{ 7,160 9.2			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,900 6.3				{ 5,760 7.4		{ 4,200 5.4		{ 5,370 6.9				{ 5,450 7.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 31 6.1				{ 34 7.3		{ 23 5.2		{ 27 6.6				{ 27* 7.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,280 5.5				{ 3,810 4.9		{ 2,720 3.5		{ 3,270 4.2				{ 5,060 6.5			
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS		DOCTORS				DAYS OF OUR LIVES			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,730 4.8				{ 3,270 4.2		{ 2,260 2.9		{ 2,720 3.5				{ 4,430 5.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 23 4.7				{ 19 4.9		{ 13 2.8		{ 15 3.5				{ 22* 5.9			
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		21.5	22.1	22.5	23.1	24.4	25.2	24.3	25.0	25.7	26.4	25.9	26.0	25.6	26.2	26.4	27.3
WK. 2		20.2	21.2	21.7	22.3	23.0	24.1	23.8	24.7	25.0	25.7	26.1	26.7	26.1	26.2	26.3	27.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,430 13.4				{ 4,050 5.2										{ 9,020 11.6	
	ABC TV				GENERAL HOSPITAL (SUS-OP)		EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,010 10.3				{ 3,730 4.8										{ 7,860 10.1	
	SHARE OF AUDIENCE %		{ 35		9.8*		{ 36*		17								{ 22	
	AVG. AUD. BY ¼ HR. %		{ 9.4		10.2		{ 10.8		10.8		4.7						{ 9.9	
	TOTAL AUDIENCE (Households (000) & %)		{ 7,000 9.0				{ 3,660 4.7										{ 10,190 13.1	
	CBS TV				GUIDING LIGHT (OP)		ONE DAY AT A TIME-M-F										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,760 7.4		7.4*		{ 2,960 3.8										{ 8,790 11.3	
	SHARE OF AUDIENCE %		{ 25		26*		{ 14		25*								{ 24	
	AVG. AUD. BY ¼ HR. %		{ 7.3		7.4		{ 7.5		7.2		3.9						{ 11.2	
1	TOTAL AUDIENCE (Households (000) & %)		{ 4,590 5.9														{ 8,950 11.5	
	NBC TV				TEXAS												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,420 4.4		4.2*		{ 4.6*										{ 7,860 10.1	
	SHARE OF AUDIENCE %		{ 15		15*		{ 15*										{ 22	
	AVG. AUD. BY ¼ HR. %		{ 4.3		4.1		{ 4.4		4.7								{ 9.9	
	TOTAL AUDIENCE (Households (000) & %)		{ 10,430 13.4				{ 3,970 5.1										{ 8,640 11.1	
	ABC TV				GENERAL HOSPITAL (SUS-OP)		EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,010 10.3				{ 3,420 4.4										{ 7,550 9.7	
	SHARE OF AUDIENCE %		{ 35		9.8*		{ 36*		15								{ 22	
	AVG. AUD. BY ¼ HR. %		{ 9.3		10.3		{ 10.8		10.9		4.5		4.4				{ 9.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,620 9.8				{ 3,580 4.6										{ 9,650 12.4	
	CBS TV				GUIDING LIGHT (OP)		ONE DAY AT A TIME-M-F (M-WTHF)(S)(OP)										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,990 7.7		7.6*		{ 3,030 3.9										{ 8,400 10.8	
	SHARE OF AUDIENCE %		{ 26		27*		{ 14		25*								{ 24	
	AVG. AUD. BY ¼ HR. %		{ 7.5		7.7		{ 7.9		7.5		3.7		4.0				{ 10.8	
	TOTAL AUDIENCE (Households (000) & %)		{ 4,360 5.6														{ 9,020 11.6	
	NBC TV				TEXAS												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,190 4.1		4.0*		{ 4.2*										{ 7,780 10.0	
	SHARE OF AUDIENCE %		{ 14		14*		{ 14*										{ 22	
	AVG. AUD. BY ¼ HR. %		{ 4.0		4.0		{ 4.2		4.2								{ 9.7	

TV HOUSEHOLDS USING TV WK. 1	27.5	28.8	30.0	30.7	28.3	29.4	30.5	31.6	33.5	35.6	36.7	39.1	42.7	44.6	45.7	46.7
(See Def. 1) WK. 2	27.9	29.7	30.9	31.0	29.0	30.0	30.7	32.0	33.1	35.1	36.6	38.9	42.0	43.8	43.8	45.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W F E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,110 4.0		4,120 5.3		5,840 7.5		6,150 7.9		7,860 10.1		6,380 8.2	
	ABC TV						GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,570 3.3		3,500 4.5		4,670 6.0		5,370 6.9		6,610 8.5		5,210 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 3.0		31 4.3		30 5.6		31 6.6		37 8.5		30 6.8	
W F E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,190 4.1		3,890 5.0		5,990 7.7		6,300 8.1		5,290 6.8		4,750 6.1	
	CBS TV						TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,570 3.3		3,030 3.9		4,590 5.9		5,600 7.2		4,430 5.7		4,050 5.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 3.1		25 3.5		30 5.2		32 6.6		25 5.8		23 5.2	
W F E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,100 2.7		3,110 4.0		4,050 5.2		3,810 4.9		4,050 5.2		6,070 7.8	
	NBC TV						FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,480 1.9		2,410 3.1		3,270 4.2		3,270 4.2		3,580 4.6		4,900 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17 1.6		21 2.3		23 4.0		20 4.4		20 4.5		28 5.9	
W F E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,880 3.7		3,580 4.6		4,050 5.2		4,820 6.2		6,300 8.1		5,450 7.0	
	ABC TV						GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,260 2.9		3,030 3.9		3,350 4.3		4,050 5.2		5,060 6.5		4,900 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 2.5		26 3.3		24 4.2		25 5.1		31 6.4		29 6.1	
W F E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,350 4.3		4,590 5.9		6,150 7.9		6,380 8.2		6,150 7.9		6,070 7.8	
	CBS TV						TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,490 3.2		3,660 4.7		4,820 6.2		5,290 6.8		5,290 6.8		5,210 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 2.9		29 3.5		34 5.9		33 6.6		32 6.9		31 6.8	
W F E K 2	TOTAL AUDIENCE (Households (000) & %)	{					1,870 2.4		2,800 3.6		4,050 5.2		4,200 5.4		4,590 5.9		4,750 6.1	
	NBC TV						FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,560 2.0		2,260 2.9		3,350 4.3		3,660 4.7		3,810 4.9		3,810 4.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 1.8		20 2.1		24 3.9		24 4.6		23 4.8		22 4.7	
TV HOUSEHOLDS USING TV WK. 1		WK. 1	5.1	6.2	7.5	8.5	10.7	13.0	14.8	16.7	18.6	21.3	22.2	22.3	22.6	23.3	22.2	22.7
(See Def. 1)		WK. 2	5.8	7.0	7.7	9.4	11.7	13.6	15.3	16.8	17.0	19.1	20.0	20.9	21.2	21.4	21.3	22.3

U.S. TV Households: 77,800,000

For explanation of symbols, see page A.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,450 7.0		4,820 6.2		4,360 5.6		5,210 6.7										
	ABC TV		HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS WEEP NO MORE, MY LADY		AMERICAN BANDSTAND '81										
	AVERAGE AUDIENCE (Households (000) & %)	{	4,360 5.6		3,810 4.9		3,660 4.7		3,030 3.9	3.6*			4.3*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 5.7	5.4	24 5.0	4.9	22 4.7	4.6	17 3.3	16 *	3.9	4.3	19 *	4.2					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,360 5.6		4,510 5.8		3,890 5.0		5,370 6.9		4,280 5.5		3,580 4.6						
	CBS TV		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES						
	AVERAGE AUDIENCE (Households (000) & %)	{	3,580 4.6		3,500 4.5		3,420 4.4		4,120 5.3		3,660 4.7		2,800 3.6						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 4.7	4.4	21 4.7	4.3	21 4.4	4.4	24 5.1	5.5	21 4.5	4.9	15 3.7	3.4					
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,680 7.3		4,900 6.3		2,960 3.8		3,030 3.9		4,590 5.9	11,360 14.6							
	NBC TV		JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES		(1) (-OP)		NBC MAJOR LEAGUE GAME OAKLAND VS TORONTO PITTSBURGH VS MONTREAL (1:23-4:24PM)(OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{	4,820 6.2		4,050 5.2		2,410 3.1		2,490 3.2		3,730 4.8	5,210 6.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 6.1	6.3	24 5.5	4.9	14 2.9	3.3	14 3.0	3.3	21 4.7	26 5.0	5.9* 6.2	6.7 6.7	6.7* 6.7	6.8 6.8	6.9* 6.9		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,820 6.2		5,060 6.5		4,280 5.5		5,450 7.0										
	ABC TV		HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE THOUSAND DOLLAR BILL		AMERICAN BANDSTAND '81										
	AVERAGE AUDIENCE (Households (000) & %)	{	4,050 5.2		3,890 5.0		3,420 4.4		3,190 4.1	3.7*			4.4*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 5.1	5.3	23 5.1	4.9	19 4.4	4.5	17 3.6	15 *	3.9	4.3	18 *	4.5					
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	5,760 7.4		6,150 7.9		5,990 7.7		5,450 7.0		4,360 5.6		3,890 5.0					4,750 6.1	
	CBS TV		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					FRENCH OPEN TENNIS-SAT. (2:30-4:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,900 6.3		5,060 6.5		5,290 6.8		4,280 5.5		3,580 4.6		3,110 4.0					2,490 3.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 6.4	6.2	28 6.6	6.4	28 6.7	6.9	23 5.8	5.1	19 4.5	17 4.7	11 4.2	12 *	3.9			3.3* 3.0	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	4,430 5.7		3,890 5.0		3,270 4.2		3,420 4.4						4,200 5.4	12,530 16.1			
	NBC TV		JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES		(2) (-OP)		NBC MAJOR LEAGUE GAME (3)(4) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{	3,660 4.7		3,190 4.1		2,960 3.8		2,570 3.3						3,970 5.1	5,840 7.5		7.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 4.9	4.5	18 3.6	4.5	16 3.6	3.9	14 3.3	3.4					21 5.1	26 6.1	26* 6.9	7.4	
TV HOUSEHOLDS USING TV			WK. 1	22.3	22.4	21.8	21.2	21.3	21.4	21.8	22.4	21.8	22.5	22.7	24.2	25.0	25.9	26.2	26.8
(See Def. 1)			WK. 2	21.7	21.8	22.6	23.5	23.7	24.0	24.1	23.8	24.6	24.8	24.0	24.4	25.8	26.9	27.8	28.7

U.S. TV Households: 77,800,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:23PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)

For explanation of symbols, See page A.

A-29 (3) PHIL VS ATLANTA, NBC, (2:18-4:52) (SUS 4:52-4:58PM)

(4) LOS ANGELES VS CHICAGO, NBC, (2:18-4:52PM)

DAY SAT. JUNE 6, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					7,780 10.0								10,890 14.0				
	ABC TV						PRO BOWLERS-SPRING ED.					ABC WIDE WORLD-SPORTS SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{					4,280 5.5	4.9*		5.8*	5.9*	6,380 8.2	6.6*	8.7*			9.2*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					20 4.8	18 *	21 *	20 *	25 6.3	23 *	27 *	26 *					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					3,890 5.0				5,290 6.8						7,860 10.1		
	CBS TV						KEMPER OPEN-SAT.					CBS SPORTS SATURDAY CHAMPIONS OF THE USA					CBS SAT. NEWS- SCHIEFFER		
	AVERAGE AUDIENCE (Households (000) & %)	{					2,490 3.2	3.3*		3.1*	3,110 4.0	3.8*	4.1*				6,540 8.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					11 3.5	12 *	11 *	11 *	13 3.5	13 *	13 *	22 8.2			22 8.7		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					13,380 17.2												
	NBC TV						NBC MAJOR LEAGUE GAME OAKLAND VS TORONTO PITTSBURGH VS MONTREAL (1:29-4:24PM)(-OP)					NBC MAJOR LEAGUE GAME 2 CINCINNATI VS LOS ANGELES HOUSTON VS SAN FRANCISCO (4:24-7:00PM)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{								5,840 7.5	6.9*	7.5*	7.2*	7.2*			8.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{								24 6.5	25 *	27 *	24 *	21 *			25 *		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					6,380 8.2					11,590 14.9							
	ABC TV						PRO BOWLERS-SPRING ED.					ABC WIDE WORLD-SPORTS SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{					3,270 4.2	3.3*		4.0*	5,760 7.4	6.2*	7.3*	8.9*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					14 3.4	11 *	14 *	17 *	20 5.9	18 *	20 *	23 *					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					4,670 6.0				14,470 18.6						7,700 9.9		
	CBS TV						FRENCH OPEN TENNIS-SAT. (2:30-4:00PM)		ATLANTA GOLF CLASSIC-SAT.			BELMONT STAKES				CBS SAT. NEWS- SCHIEFFER			
	AVERAGE AUDIENCE (Households (000) & %)	{								2,650 3.4	3.3*	9,800 12.6	10.9*	14.3*			6,610 8.5		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					10 *	11 *	12	12 *	12 *	36 9.6	32 *	40 *			22 8.4		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{								4,510 5.8							6,070 7.8		
	NBC TV						NBC MAJOR LEAGUE GAME PHILADELPHIA VS ATLANTA(2:18-5:42PM)(SUS 4:52-4:58PM) LOS ANGELES VS CHICAGO(2:16-4:52PM)(-OP)					NBC MAJOR LEAGUE GAME(B) LOS ANGELES VS CHICAGO (4:52-5:28PM)(OP)					NBC NIGHTLY NEWS- SAT.		
	AVERAGE AUDIENCE (Households (000) & %)	{								3,270 4.2		4.0*					5,210 6.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					7.7*	7.9*	7.7*	13 4.8		12 *					17 6.7		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	26.5	27.4	27.4	27.7	28.1	27.9	28.5	29.2	28.9	29.4	30.8	33.1	34.8	36.9	37.9	
			WK. 2	27.9	28.3	29.3	29.2	28.8	29.2	30.2	31.5	33.3	35.2	36.4	37.6	38.9	39.1	38.4	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	ABC TV																2,880 3.7
	AVERAGE AUDIENCE (Households (000) & %)																	KIDS ARE PEOPLE TOO I (10:30-11:10AM)
	SHARE OF AUDIENCE %																	2,020
	AVG. AUD. BY ¼ HR.																	2.6 2.5* 13 19 *
																		2.3 2.7
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	CBS TV						MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)	THREE ROBONIC STOOGES (SUS)(SUS-OP)		SUNDAY MORNING					FOR OUR TIMES (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	ABC TV																2,800 3.6
	AVERAGE AUDIENCE (Households (000) & %)																	KIDS ARE PEOPLE TOO I (10:30-11:09AM)
	SHARE OF AUDIENCE %																	2,180
	AVG. AUD. BY ¼ HR.																	2.8 2.8* 14 14 *
																		2.5 3.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	CBS TV						MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)	THREE ROBONIC STOOGES (SUS)(OP)		SUNDAY MORNING					FOR OUR TIMES (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
TV HOUSEHOLDS USING TV		WK. 1	3.8	4.4	5.7	7.3	9.4	10.9	12.3	13.8	15.8	17.8	18.2	18.6	20.1	20.3	19.5	19.5
(See Def. 1)		WK. 2	4.8	5.5	6.0	6.7	7.9	9.4	11.1	12.8	14.3	15.1	16.2	17.4	18.7	19.4	19.5	20.1

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 31, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,260 2.9	1,870 2.4		3,270 4.2											
	ABC TV		KIDS ARE PEOPLE TOO II (11:10-11:30AM) (OP)	ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{	2,020 2.6	1,480 1.9		2,490 3.2											
	SHARE OF AUDIENCE %		12	9		14											
	AVG. AUD. BY ¼ HR.	%	2.7	2.6	2.0	1.8	3.1	3.4									
K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,110 4.0										9,410 12.1			
	CBS TV			FACE THE NATION										CBS SPORTS SUNDAY (2:00-4:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{		2,720 3.5										4,280 5.5			
	SHARE OF AUDIENCE %			16										5.3*			5.8*
	AVG. AUD. BY ¼ HR.	%		3.3	3.7									19 4.9	20 5.8	21 5.8	21 5.8
K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,660 4.7											
	NBC TV					MEET THE PRESS		RELIGIOUS SERIES (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{				2,800 3.6											
	SHARE OF AUDIENCE %					16											
	AVG. AUD. BY ¼ HR.	%				3.5	3.7										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,030 3.9	1,950 2.5		3,190 4.1											
	ABC TV		KIDS ARE PEOPLE TOO II (11:09-11:30AM) (OP)	ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{	2,650 3.4	1,480 1.9		2,570 3.3											
	SHARE OF AUDIENCE %		17	9		17											
	AVG. AUD. BY ¼ HR.	%	3.2	3.5	1.8	1.9	3.4	3.3									
K 2	TOTAL AUDIENCE (Households (000) & %)	{		2,800 3.6										6,540 8.4			
	CBS TV			FACE THE NATION										FRENCH OPEN TENNIS-SUN. (2:00-4:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{		2,330 3.0										2,720 3.5			
	SHARE OF AUDIENCE %			16										13 3.9*	16 3.2*	12 3.2*	12 3.2*
	AVG. AUD. BY ¼ HR.	%		3.1	2.9									4.3	3.5	3.1	3.4
K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,800 3.6											
	NBC TV					MEET THE PRESS		RELIGIOUS SERIES (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{				2,570 3.3											
	SHARE OF AUDIENCE %					17											
	AVG. AUD. BY ¼ HR.	%				3.4	3.1										
TV HOUSEHOLDS USING TV WK. 1		20.1	21.3	22.0	22.5	22.5	23.0	23.1	22.8	23.3	23.9	25.0	25.4	26.6	27.0	27.4	28.5
(See Def. 1) WK. 2		20.3	20.4	20.2	20.3	19.7	19.9	20.0	20.8	20.4	22.6	23.9	25.3	25.5	25.8	26.3	27.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. JUNE 7, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 31, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			7,000 9.0				11,280 14.5								6,150 7.9	
	ABC TV			AMERICAN SPORTSMAN				ABC WIDE WORLD-SPORTS SUN								ABC WRD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)			3,890 5.0		4.4*		5.6*		7.2		5.9*		7.0*		8.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			17 4.2		15*		18*		22		19*		22*		26*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					6,920 8.9										6,850 8.8	
	CBS TV			CBS SPORTS SUNDAY (2:00-4:00PM)				KEMPER OPEN-SUN.								CBS EVENING NEWS- DEAN	
	AVERAGE AUDIENCE (Households (000) & %)			5.4*		5.3*		3,660 4.7		4.6*		4.5*		4.8*		4.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			19*		18*		15		15*		14*		15*		15*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,340 12.0										5,290 6.8	
	NBC TV							SPORTSWORLD								NBC NIGHTLY NEWS- SUN.	
	AVERAGE AUDIENCE (Households (000) & %)					4,750 6.1		5.6*		6.5*		6.3*				4,280 5.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 5.3		19*		21*		20*				15 5.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			8,400 10.8				6,770 8.7								6,070 7.8	
	ABC TV					NCAA CHAMPIONS				AMERICAN SPORTSMAN						ABC WRD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)			3,660 4.7		3.6*		4.2*		5.6*		5.4*		4,360 5.6		5,210 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			16 3.5		13*		15*		19*		17*		17		18*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,510 14.8											
	CBS TV					FRENCH OPEN TENNIS-SUN. (2:00-4:00PM)				ATLANTA GOLF CLASSIC-SUN.							
	AVERAGE AUDIENCE (Households (000) & %)					4,510 5.8		3.6*		3.9*		4.5*		5.4*		5.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13*		12*		13*		14*		17*		18*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			11,280 14.5												5,680 7.3	
	NBC TV							SPORTSWORLD (3:00-6:09PM)								NBC NIGHTLY NEWS- SUN.	
	AVERAGE AUDIENCE (Households (000) & %)			4,120 5.3		4.0*		4.6*		4.9*		5.6*		5.7*		6.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			17 4.1		15*		16*		16*		18*		18*		19*	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	29.0	30.0	29.9	30.5	30.3	31.3	32.2	32.7	33.1	33.8	34.1	35.1	34.9	35.7	36.3
		WK. 2	27.1	27.5	28.5	28.8	29.7	30.8	31.7	32.1	32.7	33.2	33.9	34.6	37.5	39.2	40.7
U.S. TV Households: 77,800,000																	

For explanation of symbols, See page A.

DAY SUN. JUNE 7, 1981

NielSEN NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
NBC NBC NEWS UPDATE-2-MON(SUS)	1	9.58- 9.59PM	9.45														
	2	10.01-10.02PM	10.00														
EVENING TUESDAY																	
CBS NEWSBREAK-TUE(B)	2	8.58- 8.59PM	8.45									5,370	6.9	5,370	6.9	12	6.9
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)		9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS UPDATE-2-FRI(SUS)	1	9.58- 9.59PM	9.45														
	2	9.55- 9.56PM	9.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58 9.59PM	9.45	12,990	16.7	12,990	16.7	31	16.7			12,760	16.4	12,760	16.4	33	16.4
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	8,170	10.5	8,170	10.5	22	10.5			7,470	9.6	7,470	9.6	21	9.6
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	7,390	9.5	7,390	9.5	20	9.5			7,390	9.5	7,390	9.5	20	9.5
NBC NBC NEWS UPDATE-2-SAT.		9.58 9.59PM	9.45	6,460	8.3	6,460	8.3	15	8.3			7,390	9.5	7,390	9.5	19	9.5

EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	1	8.58- 8.59PM	8.45	9,020	11.6	9,020	11.6	21	11.6			8,710	11.2	7,780	10.0	18	10.0
	2	8.57- 8.59PM	8.45									12,290	15.8	12,290	15.8	29	15.8
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	10,500	13.5	10,500	13.5	25	13.5			21,780	28.0	11,200	14.4	25	13.4
CBS TONY AWARDS(S)	2	9.00-11.26PM	~GRID 11.15											13.7*	28*		
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	11,670	15.0	11,670	15.0	27	15.0			10,970	14.1	10,970	14.1	26	14.1
NBC NBC NEWS UPDATE-2-SUN(SUS)	1	9.49- 9.50PM	9.45														
	2	9.53- 9.54PM	9.45														
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	2	>	8.15									10,970	14.1	10,970	14.1	25	14.5
	1	>	8.45	11,050	14.2	11,050	14.2	25	12.4	M-F						10.2	M-F
			9.45						16.9	TU&TH						15.3	FRI.
ABC ABC MONDAY NIGHT BSBL(B)	2	11.01-11.26PM	11.00 11.15									9,100	11.7	8,170	10.5	20	10.8
ABC ABC NEWS:NIGHTLINE	1	>	11.30 11.45 12.00	7,160	9.2	5,760	7.4	22	8.0 6.8 6.6	M-F M-F FRI.						10.3	MON.
ABC ABC NEWS:NIGHTLINE-T-F	2	11.30-12.00MD	11.30 11.45									7,550	9.7	6,150	7.9	22	8.6
ABC ABC NEWS:NIGHTLINE-MON	2	11.57-12.27AM	11.45 12.00 12.15									5,130	6.6	3,660	4.7	18	7.1
ABC CHARLIE'S ANGELS-12.00 CONT'D		12.00- 1.09AM	12.00	5,060	6.5	3,270	4.2	20	4.5	THU.		5,450	7.0	3,420	4.4	19	6.1
																4.9	MON.
																4.1	MON.
																4.3	THU.

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC CHARLIE'S ANGELS-12.00-CONT'D																	
			12.15				4.4*	18*	4.2	THU.				4.2*	16*	4.0	THU.
			12.30						4.2	THU.						4.5	THU.
			12.45				4.1*	21*	4.1	THU.				4.7*	22*	4.9	THU.
			1.00						3.7	THU.						4.3	THU.
ABC FANTASY ISLAND-12.00	1	12.00- 1.08AM	12.00	3,580	4.6	2,260	2.9	15	3.4	MON.							
			12.15				3.3*	14*	3.2	MON.							
			12.30						2.9	MON.							
			12.45				2.7*	16*	2.6	MON.							
			1.00						2.4	MON.							
ABC FRIDAYS	1	12.04- 1.14AM	12.00	5,680	7.3	3,660	4.7	19	5.3	FRI.							
	2	12.00- 1.11AM	12.00								6,770	8.7	3,970	5.1	18	5.6	FRI.
			12.15				4.9*	17*	4.7	FRI.				5.6*	18*	5.7	FRI.
			12.30						4.7	FRI.						5.3	FRI.
			12.45				4.6*	20*	4.6	FRI.				4.9*	19*	4.6	FRI.
			1.00						4.2	FRI.						4.2	FRI.
ABC LOVE BOAT-12.00		12.00- 1.08AM	12.00	5,990	7.7	4,510	5.8	25	5.7	WED.	5,600	7.2	3,890	5.0	21	5.4	WED.
			12.15				5.7*	21*	5.8	WED.				5.2*	19*	4.9	WED.
			12.30						6.0	WED.						4.9	WED.
			12.45				5.9*	29*	5.9	WED.				5.0*	22*	5.0	WED.
			1.00						5.2	WED.						4.4	WED.

ABC TUESDAY MOVIE-WEEK-PART 1		12.00- 1.11AM	12.00	4,590	5.9	2,720	3.5	16	4.2	TUE.	4,590	5.9	2,800	3.6	16	4.2	TUE.
			12.15				3.9*	15*	3.7	TUE.				3.9*	15*	3.7	TUE.
			12.30						3.2	TUE.						3.6	TUE.
			12.45				3.2*	16*	3.2	TUE.				3.5*	17*	3.4	TUE.
			1.00						3.3	TUE.						2.9	TUE.
ABC FANTASY ISLAND-12.00	2	12.27- 1.35AM	12.15								3,500	4.5	1,950	2.5	16	3.3	MON.
			12.30													3.1	MON.
			12.45											2.7*	15*	2.4	MON.
			1.00													2.4	MON.
			1.15											2.3*	17*	2.2	MON.
			1.30													1.9	MON.
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.11- 1.32AM	1.00	2,650	3.4	2,490	3.2	23	3.3	TUE.	2,330	3.0	2,260	2.9	19	2.7	TUE.
	2	1.11- 1.26AM	1.00						3.2	TUE.						2.9	TUE.
			1.15						3.0	TUE.							
			1.30														
ABC SPECIAL REPORT(SUS)	1	1.32- 2.12AM	(SUS)														
	2	1.26- 2.10AM	(SUS)														
ABC SPECIAL REPORT(SUS)	2	3.26- 3.37AM	3.15														WED.
CBS NEWSBREAK-M-F	1	>	8.45	9,880	12.7	9,880	12.7	22	12.8	M-F							
			9.00						12.2	WED.							
CBS NEWSBREAK-MWTHF	2	>	8.45								8,400	10.8	8,170	10.5	19	10.4	MWTHF
CBS LATE MOVIE I		>	11.30	7,160	9.2	4,670	6.0	21	6.5	M-F	8,250	10.6	5,520	7.1	24	7.7	M-F
			11.45				6.4*	19*	6.3	M-F				7.5*	22*	7.4	M-F
			12.00						5.9	M-F						7.2	M-F
			12.15				5.8*	22*	5.6	M-F				6.9*	25*	6.7	M-F
			12.30						5.2	M-F						6.3	M-F
		VARIOUS TIMES	(SUS)														

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

WEEK 1											WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS				
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																					
CBS LATE MOVIE II		>	12.30	3,970	5.1	3,190	4.1	24	4.6	M-F	4,900	6.3	4,050	5.2	28	5.4	M-F				
			12.45				4.2*	21*	4.3	M-F						5.2	M-F				
			1.00						4.0	M-F						5.0	M-F				
			1.15				3.7*	24*	3.7	M-F				5.3*	29*	5.0	M-F				
			1.30						2.7	TU & W						4.5	WED.				
		VARIOUS TIMES	(SUS)																		
NBC NBC NEWS UPDATE-M-F		>	8.45	9,960	12.8	9,960	12.8	23	11.0	M-F	9,490	12.2	9,490	12.2	22	12.2	M-F				
			9.00						20.3	MON.											
NBC NBC NEWS UPDATE-2-M-F	1	>	9.30	9,410	12.1	9,410	12.1	20	10.1	TU&TH											
	2	9.58- 9.59PM	9.45						14.1	TU&TH	9,410	12.1	9,410	12.1	20	12.1	TU&TH				
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,650	12.4	5,910	7.6	26	8.8	M-F	8,640	11.1	5,210	6.7	22	8.0	M-F				
			11.45				8.4*	25*	7.9	M-F						6.8	M-F				
			12.00						7.2	M-F				7.4*	21*	6.7	M-F				
			12.15					6.7*	26*	M-F				6.1*	22*	6.7	M-F				
NBC SCTV NETWORK/90	1	12.30- 2.00AM	12.30	4,980	6.4	2,570	3.3	17	3.7	FRI.											
			12.45				3.5*	15*	3.3	FRI.											
			1.00						3.3	FRI.											
			1.15					3.4*	18*	FRI.											
			1.30						3.2	FRI.											
			1.45				3.1*	20*	3.0	FRI.											

NBC TOMORROW COAST TO COAST-1	12.30- 1.00AM	12.30 12.45	3,970	5.1	3,190	4.1	21	4.7 3.6	M-TH M-TH	3,270	4.2	2,800	3.6	18	3.9 3.3	M-TH M-TH
NBC TOMORROW FRIDAY SPECIAL(S)	2 12.30- 1.56AM	12.30 12.45 1.00 1.15 1.30 1.45								4,590	5.9	2,490	3.2 3.7*	15 14*	3.8 3.5 3.4 3.3	FRI. FRI. FRI. FRI.
	2 1.56- 2.00AM (SUS)												2.6*	15*	2.8 2.3	FRI. FRI.
NBC TOMORROW COAST TO COAST-2	>	1.00 1.15 1.30 1.45	2,650	3.4	1,950	2.5 2.7*	19 19*	2.9 2.6 2.1 1.9	M-TH M-TH M-TH M-TH	2,800	3.6	1,950	2.5 2.7*	17 17*	2.8 2.6 2.5 2.4	M-TH M-TH M-TH M-TH
	VARIOUS TIMES (SUS)						2.4*	22*					2.3*	18*		
DAY MONDAY-FRIDAY																
ABC FYI-12.58(SUS)	12.58-12.59PM	12.45							M-F							M-F
ABC ABC DAYTIME NEWSBRIEF-M-F	1 1.57- 1.59PM	1.45	5,840	7.5	5,680	7.3	28	7.3	M-F							
	2 >	1.45								6,300	8.1	5,910	7.6	29	7.7	M-F
ABC FYI-2.58(SUS)	2.58- 2.59PM	2.45							M-F							M-F
ABC FYI-3.58(SUS)	3.58- 3.59PM	3.45							M-F							M-F
CBS SUMMER SEMESTER(SUS)	6.30- 7.00AM	6.30							M-F							M-F
CBS SUMMER SEMESTER MWF(SUS)	6.30- 7.00AM	6.30							M-F							M-F
CBS MAGAZINE(S)	2 10.00-11.00AM	10.00 10.15 10.30								5,520	7.1	3,190	4.1 4.4*	21 22*	4.7 4.0 3.9	THU. THU. THU.
CONT'D																

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS MAGAZINE(S)-CONT'D			10.45														
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,370	6.9	5,130	6.6	29	6.6	M-F	5,290	6.8	5,060	6.5	30	6.5	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,510	5.8	4,280	5.5	18	5.5	M-F	4,510	5.8	4,280	5.5	18	5.5	M-F
CBS AFTERNOON PLAYHOUSE(S)	2	4.00- 5.00PM	4.00								7,470	9.6	4,980	6.4	20	5.5	TUE.
			4.15												5.7*	19*	5.8
			4.30														7.1
			4.45												7.2*	22*	7.3
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	3,190	4.1	3,030	3.9	32	3.9		2,720	3.5	2,650	3.4	28	3.4	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	6,380	8.2	6,070	7.8	33	7.8		5,210	6.7	4,820	6.2	29	6.2	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	5,600	7.2	5,060	6.5	29	6.5		5,450	7.0	4,980	6.4	29	6.4	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	4,050	5.2	3,500	4.5	23	4.5		4,200	5.4	3,500	4.5	20	4.5	
CBS SUMMER SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,570	3.3	2,410	3.1	24	3.1		2,490	3.2	2,410	3.1	23	3.1	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,580	4.6	3,420	4.4	26	4.4		3,970	5.1	3,890	5.0	30	5.0	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,910	7.6	5,680	7.3	34	7.3		5,680	7.3	5,450	7.0	37	7.0	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,510	5.8	4,200	5.4	23	5.4		5,520	7.1	5,130	6.6	31	6.6	

CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,430	5.7	3,730	4.8	21	4.8		5,290	6.8	4,820	6.2	28	6.2	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	3,420	4.4	3,350	4.3	19	4.3		4,900	6.3	4,750	6.1	28	6.1	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,500	4.5	3,270	4.2	20	4.2		5,290	6.8	5,060	6.5	28	6.5	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,580	4.6	3,270	4.2	20	4.2		5,450	7.0	5,130	6.6	28	6.6	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,510	5.8	4,050	5.2	23	5.2		4,280	5.5	3,810	4.9	21	4.9	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,050	5.2	3,580	4.6	21	4.6		3,730	4.8	3,350	4.3	17	4.3	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2,180	2.8	2,100	2.7	22	2.7		2,020	2.6	1,950	2.5	20	2.5	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,110	4.0	2,960	3.8	25	3.8		2,800	3.6	2,650	3.4	22	3.4	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,350	4.3	3,270	4.2	21	4.2		3,730	4.8	3,580	4.6	25	4.6	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,190	4.1	3,110	4.0	19	4.0		3,970	5.1	3,810	4.9	24	4.9	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	4,200	5.4	4,050	5.2	22	5.2		3,660	4.7	3,580	4.6	21	4.6	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,820	6.2	4,750	6.1	27	6.1		3,810	4.9	3,730	4.8	21	4.8	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	4,900	6.3	4,820	6.2	28	6.2		3,420	4.4	3,190	4.1	19	4.1	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,050	5.2	3,890	5.0	24	5.0		3,970	5.1	3,890	5.0	22	5.0	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,410	3.1	2,330	3.0	14	3.0		3,030	3.9	2,960	3.8	16	3.8	
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.23PM	-GRID 1.15	4,590	5.9	3,730	4.8	21									
NBC NBC MAJOR LEAGUE GAME	1	1.23- 4.24PM	-GRID 4.15	11,360	14.6	5,210	6.7	26									
							6.7*	25*	7.0								
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.18PM	-GRID 2.15								4,200	5.4	3,970	5.1	21		5.5
NBC NBC MAJOR LEAGUE GAME	2	2.18- 4.52PM	-GRID 4.45								12,530	16.1	5,840	7.5	26		7.3
														7.4*	24*		
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
DAY SATURDAY-CONT'D															
NBC NBC MAJOR LEAGUE GAME-CONT'D	2	4.52- 4.58PM	(SUS)												
DAY SUNDAY															
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.10AM	→GRID	2,880	3.7	2,020	2.6	13			2,800	3.6	2,180	2.8	14
	2	10.30-11.09AM	→GRID						3.0						3.1
			11.00												
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,020	2.6	1,950	2.5	12	2.5		2,800	3.6	2,650	3.4	17
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,020	2.6	1,560	2.0	9	2.0		1,870	2.4	1,790	2.3	11
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15												
CBS IN THE NEWS-8.56AM-SUN(SUS)	1	8.56- 8.59AM	8.45												
CBS IN THE NEWS-8.56AM-SUN.	2	8.56- 8.59AM	8.45								470	.6	390	.5	4